## Contents

|           | Introduction  | xxi      |
|-----------|---|----------|
| Chapter 1 | Understanding B2B Online Marketing  | 1        |
|           | Why Online?   | 2        |
|           | Your Current Marketing Mix  | 3        |
|           | Assessing the Value Proposition of Online   | 4        |
|           | B2B Is Different  | 5        |
|           | Building B2B Confidence   | 5        |
|           | Developing Individual Relationships with Decision Makers  | 8        |
|           | Mitigating the Decline of Brand Loyalty   | 8        |
|           | Developing Your Strategy  | 11       |
|           | How Online Marketing Can Solve Your Organization's Pain Points  | 11       |
|           | Supercharging Content and Messaging with Online   | 12       |
|           | How Online Reflects the Funnel: Objectives  |          |
|           | and Measurement   | . 13     |
| Chapter 2 | Building a B2B Brand Online   | 17       |
|           | Understanding Online and Using Digital to Build a Brand   | . 18     |
|           | Business-to-Business Brand Building vs. Business-to-Consumer  |          |
|           | Brand Building  | 18       |
|           | Using Online to Build Trust   | 19       |
|           | Tactical Guide to B2B Branding Online   | 21       |
|           | Online Impact on the Marketing and Sales Funnel   | 21       |
|           | Who Are Your Customers and Why Do They Buy?   | 25       |
|           | Building a Website Based on Your Brand Using Search, Display, Social, and Retargeting to Build Your Brand | 26<br>27 |
|           |   |          |
|           | Go Identify Your Audience   |          |
|           | Defining Audience Segments  | 30<br>30 |
|           | Identifying and Solving the B2B Pain Points for Each Segment Setting Up Objectives and Measurement        | 31       |
|           | Determining Your Content Strategy   | . 32     |
|           | Mapping Your Audience   | 32       |
|           | When to Create and When to Kill Content   | 34       |
|           | Choosing the Most Helpful Distribution Channels   | 34       |

| Chapter 3 | Search Engine Optimization: Outranking Your Competitors                        | 37       |
|-----------|--|----------|
|           | What Is SEO?   | 38       |
|           | Trends in Algorithms   | 38       |
|           | Making Search Personal   | 39       |
|           | The Wagging Tail of Keywords   | 41       |
|           | Researching Keywords   | 42       |
|           | Writing with Keywords  | 44       |
|           | Keywords Where You Almost Forgot to Put Them<br>Monitoring Keyword Performance | 46<br>47 |
|           | Squeezing the Juice Out of Links  Developing Links for Better Ranking          | 48<br>51 |
|           | Designing for Optimal Results  | 52       |
|           | Getting Rich Media to Work for You   | 52       |
|           | Mapping Your Site  | 53       |
| Chapter 4 | Using Paid Online Media in the B2B Marketplace                                 | 57       |
|           | Search Engine Marketing  | 58       |
|           | The Basics of Paid Search Marketing  | 58       |
|           | B2B Strategies for Paid Search   | 62       |
|           | Paid Search as Awareness   | 62       |
|           | Building a Paid Search Strategy to Generate Demand                             | 65       |
|           | Display Advertising for B2B  | 69       |
|           | Display Advertising to Drive Awareness   | 70       |
|           | Display Awareness Metrics  | 71       |
|           | Display Advertising for Demand Generation                                      | 72<br>73 |
|           | The ROI of Display   |          |
|           | Social Media Advertising   |          |
|           | Promoting with Twitter Facebook Advertising                                    | 74<br>76 |
|           | Tacebook Auvertising   | 70       |
| Chapter 5 | Search and Social Media for Online PR  | 81       |
|           | Overview of Traditional B2B PR   | 82       |
|           | The Traditional Press Kit  | 82       |
|           | News Clipping Service  | 82       |
|           | Tracking Analyst Relations   | 83       |
|           | How Online PR Is Different   | 84       |
|           | Understanding the SEO Press Release<br>Reaching Out to Bloggers                | 84<br>86 |
|           | Social Media Influence   | 87       |
|           | Three B2B Online PR Case Studies   |          |
|           | Rutgers Center for Management Development                                      | 90<br>91 |
|           | SES Conference & Expo  | 92       |
|           | Piper Aircraft   | 94       |

| Chapter 6 | Social Media  | 101                               |
|-----------|---|-----------------------------------|
|           | Social Media Listening  | . 102<br>103<br>103<br>104        |
|           | Feedback Loops: Product, Marketing, and Strategy  | 106                               |
|           | Exploiting Your Resources   | . 108<br>109<br>110<br>112        |
|           | Social Engagement   | . 115<br>115<br>116<br>117<br>118 |
| Chapter 7 | Optimizing with Metrics   | 121                               |
|           | Aligning Analytics with the Goals of Your Site  | .122                              |
|           | The Basics of Analyzing Metrics  Distinguishing the Right Measures Understanding Your Traffic                                 | . 122<br>123<br>124               |
|           | Key Performance Indicators and Other Meaningful Reports .   | .125                              |
|           | Wash, Rinse, and Repeat to Improve Your Site Checking the Numbers Identifying Traffic Problems Conversion Problems            | . 126<br>127<br>129<br>131        |
|           | Testing for Ongoing Optimization  | . 133                             |
|           | Should It Stay or Should It Go?   |                                   |
|           | Social Media Metrics  | . 136<br>137<br>138               |
| Chapter 8 | Conversion Rate Optimization and Usability  | 141                               |
|           | Web Usability and CRO: Similarities and Differences   | . 142                             |
|           | Where to Start: Stages for Usability and CRO Balancing the Call to Action Business Maturity: The Litmus Test for Usability or | 143                               |
|           | CRO as a Starting Point CRO Basics: Assessing Opportunity   | 145<br>146                        |
|           | Key B2B Conversions   | . 149                             |
|           | Early Stage: Engagement Midstage: Microconversions  | 149<br>150                        |

|            | Late Stage: Form and Trial Conversions<br>Knowing When Not to Test   | 151<br>152               |
|------------|--|--------------------------|
|            | Getting Started with Usability Practices   | 152<br>153<br>155        |
|            | Building Blocks for Usability  | 156<br>156<br>158        |
| Chapter 9  | Integrating Online with Offline Marketing  | 159                      |
|            | Can Events and Online Marketing Ever Join Forces? Using Online Marketing to Drive Event Registration Getting the Most Out of Event Participation | 160<br>160<br>168        |
|            | Using Online Marketing to Track, Measure, and  |                          |
|            | Understand Traditional Marketing  Direct Mail Print and Traditional Advertising  | 174<br>174<br>179        |
| Chapter 10 | Managing Your Leads: Automation and Nurturing  | 181                      |
|            | Basics of Marketing Automation Effectively Using Segmentation  | 182<br>182               |
|            | Lead Nurturing   | 183<br>186<br>188<br>189 |
|            | Basics of B2B Email Marketing  | 198                      |
|            | Email Best Practices   | 198                      |
|            | Getting the Most Out of Your Emails Cleaning Your Lists to Ensure Quality Leads  | 199<br>200               |
|            | Segmenting Email for Better Response   | 201                      |
| Chapter 11 | Integrating Marketing with CRM   | 203                      |
|            | Understanding Your CRM   | 204                      |
|            | What Is a CRM Integration, and Why Is It Important?  | 204                      |
|            | Types of Data Integration  | 205<br>205               |
|            | Marketing Automation and CRM   | 208                      |
|            | Clean Data Integration   | 210                      |
|            | Integrating Social Media with CRM  | 212                      |
|            | Integrating Web Analytics with CRM Call Tracking and Data Integration  | 213<br>214               |
|            | Must-Have CRM Metrics  | 215                      |
|            | Web Lead to Closed Deal  | 215                      |
|            | Social Impact  | 216                      |

| Chapter 12 | The Overall Marketing Mix                        | 217                     |
|------------|--|-------------------------|
|            | Marketing Mix Framework                          | .18<br>219              |
|            | Digital vs. Traditional Investments              | 20                      |
|            | Forecasting 2                                    | 21<br>223<br>223<br>225 |
|            | Sometimes You Can't Predict the Future2          | 27                      |
|            | Integrating New Forms of Marketing into the Mix2 | 32                      |
|            | Glossary 2                                       | 41                      |
|            | Index 2  | 47                      |